

CLAIMS :

1. A computer system for supporting sales and marketing activities of a plurality of users of the computer system, the computer system comprising:

a server connected to the Internet;

a plurality of client computers connected to the Internet, the client computers having access to the server via the Internet, the client computers being operated by the users;

software residing on the server and interacting with the client computers via the Internet; and

a database residing on the server for storing information written into the database by the software.

2. The computer system of claim 1, wherein the software interactively provides sales and marketing support services to the users.

3. The computer system of claim 2, wherein the software comprises:

a **TRACKER™** tool for keeping track of sales and marketing activities of the users;

a **LEADS HARVESTER™** tool for generating sales leads, the sales leads comprising email addresses of potential customers; and

a **FOLLOW-UP SEQUENCE™** tool for designing and implementing email-based marketing campaigns.

4. The computer system of claim 3, wherein the tracker provides the users with Web pages for interactively entering sales and marketing activity data relating to actions performed by the users, the Web pages being displayed on the users' client computers, the data entered by the users being transmitted over the Internet to the server and stored into the database.

5. The computer system of claim 4, wherein the sales and marketing activity data comprises customer contact information, a nature of an activity performed by a user, a customer's response to the activity, a date and time the activity was performed, a nature and scheduling of the next activity to be performed by the user.

6. The computer system of claim 3, wherein the **LEADS HARVESTER™** tool automatically generates sales leads by:

sending at least one email message to at least one target;

informing the target about a subject, product or service offered by a company using the **LEADS HARVESTER™** tool;

providing an option to the target to forward the email message to other targets;

obtaining email addresses of the other targets; and
storing the email addresses into a record of the database;

7. The computer system of claim 6, wherein each target knows at least one other target, and the record forms a sales leads cluster;

8. The computer system of claim 7, wherein the email-based marketing campaign is designed and implemented by the user with the **FOLLOW-UP SEQUENCE™** tool by:

creating at least one email message for promoting a product or service offered by a company using the **FOLLOW-UP SEQUENCE™** tool;

sending the at least one email message to a plurality of potential customers;

following up the at least one email message with at least one other email message or otherwise contacting selected ones of the potential customers;

9. The computer system of claim 8, wherein the at least one other email message is customized according to responses or lack thereof provided by the potential customers.

10. The computer system of claim 9, wherein the at least one other email message is customized by an Intuitive Automated Communication Module comprising an expert system, the Intuitive Automated Communication Module being capable of interpreting email messages from potential customers, and drafting appropriate responses thereto.

11. The computer system of claim 8, wherein the **FOLLOW-UP SEQUENCE™** tool is interactively programmable by the user, and as a result, a sequence of actions is performed by the **FOLLOW-UP SEQUENCE™** tool.

12. The computer system of claim 11, wherein a number of times an action is performed by the **FOLLOW-UP SEQUENCE™** tool and the time between consecutive actions, are programmable by the user.

13. A method of tracking sales and marketing activities of a sales representative, the method comprising the steps of:

providing a Web site with Web pages for interacting with the sales representative, the Web site residing on a server and the Web pages being displayed on a client computer of the sales representative;

from the Web pages, reading sales and marketing data entered by the user;

transmitting the data to the server via the internet; and

storing the data into a database.

14. The method of claim 13 further comprising the step of providing a statistical tool for analyzing and visualizing the sales and marketing data.

15. The method of claim 14 wherein the statistical tool is used by the sales representative to determine the most effective sales and marketing activities.

16. A method of automatically generating a plurality of sales leads pertaining to a warm market, the method comprising the steps of:

sending marketing email messages to a plurality of email recipients;

presenting, to the email recipients, a product or service offered by a company;

providing an option to the email recipients, to forward the marketing email messages to other recipients; and

keeping track of email addresses of selected email recipients; wherein a plurality of sales leads are generated, the sales leads comprising a plurality of email addresses.

17. The method of claim 16, wherein the email addresses comprise email addresses of individuals likely to show an interest in the product or service presented.

18. The method of claim 16, wherein each email recipient is connected to at least one other email recipient by a relationship, whereby the plurality of email addresses form a sales lead cluster.

19. The method of claim 16, wherein the step of presenting a product or service comprises the step of providing a multi-media presentation of the product or service.

20. The method of claim 16 wherein the step of presenting a product or service comprises the step of providing a Web link to allow an email recipient to visit a Web site by clicking on the Web link, the product or service being presented on the Web site.

21. The method of claim 18, wherein a plurality of sales lead clusters are generated.

22. A method of implementing an automated email-based marketing campaign, the method comprising the steps of:

sending at least one email message to a plurality of email recipients;

determining the type of responses or lack thereof from the email recipients;

crafting and sending to email recipients email messages customized according to the responses or lack thereof from the email recipients; and

for a predetermined number of times, following-up with possible customized email messages or otherwise contacting the recipients of the email messages.

23. This method of claim 22, wherein the step of crafting customized email messages comprises the step of interpreting written email messages from the email recipients with an expert system.

24. The method of claim 22, further comprising the step of designing the at least one email message, before the step of sending the at least one email message, wherein the at least one email message is designed to promote a product or service.

25. The method of claim 24, wherein the product or service is promoted by including multi-media presentations of the product or service as attachments to email messages.

26. The method of claim 25 wherein the product or service is promoted by providing a Web link to allow email recipients to visit a Web site by clicking on the Web link, the product or service being presented on the Web site.

27. The method of claim 22 wherein the steps of the method are comprised in a sequence of actions, and wherein a user of the method selects a number of actions in the sequence and a time between actions.

28. A Web site for supporting sales and marketing activities of at least one client company, the Web sites comprising:

a **TRACKER™** tool for keeping track of sales and marketing activities of the company;

a **LEADS HARVESTER™** tool for generating sales leads; and

a **FOLLOW-UP™** tool for designing and implementing marketing campaigns;

wherein a user of the Web site accesses the **TRACKER™** tool via a **TRACKER™** Web page, the **LEADS HARVESTER™** tool via a **LEAD GENERATOR™** Web page, and the **FOLLOW-UP™** tool via a **FOLLOW-UP™** Web page.

29. The Web site of claim 28, wherein the at least one client company subscribes to services offered by the Web site.

30. The Web site of claim 28, wherein the sales leads generated by the LEADS HARVESTER™ tool are warm market sales leads.

31. A PERFORMANCE TRACKER™ system for supporting sales and marketing activities of a company, the PERFORMANCE TRACKER™ system comprising:

a TRACKER™ tool for keeping track of sales and marketing activities of the company;

a LEADS HARVESTER™ tool for generating sales leads; and

a FOLLOW-UP™ tool for designing and implementing marketing campaigns.

32. A real-time statistical analysis method for analyzing activities performed by sales persons, the method comprising the steps of:

keeping track of a number of sales;

for each sale, keeping track of the performed activities that lead to the sale;

for each individual sales person, the method allowing to identify areas in which to place training efforts.

33. The method of claim 32 further including the step of using statistical methods to correlate the number of sales to the activities which lead to each sale.

34. A real-time statistical analysis method for analyzing activities performed by at least one person, the at least one person performing the activities in order to achieve accomplishments, the method comprising the steps of:

keeping track of a number of accomplishments;

for each accomplishment, keeping track of the activities performed which lead to the accomplishment;

for each one of the at least one person, the method allowing to identify areas in which to place training efforts.

35. The method of claim 34 further including the step of using statistical methods to correlate the number of accomplishments to the activities which lead to each accomplishment.